

**THE INFLUENCE OF BRAND TRUST AND E-SERVICE QUALITY ON
PURCHASE DECISION IN TRAVELOKA IN 2022****Reni Dian Octaviani^a, Nasrullah^b, Syifa Nur Hanin^c, Michelle Ruth Angelicha^d.**^aFaculty of Management and Business, Institut Transportasi dan Logistik Trisakti,
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Abstract: This research aims to investigate the influence of Brand Trust and E-Service Quality on Purchase Decisions on the Traveloka platform in 2022. The research employs the SmartPLS tool with the Structural Equation Modeling Partial Least Squares (SEM PLS) analysis technique. Data for this research were collected by distributing questionnaires to 100 randomly selected Traveloka users. The research results indicate that Brand Trust has a positive and significant impact on Purchase Decisions on Traveloka. This suggests that the level of consumer trust in the Traveloka brand can increase their likelihood of making purchases on the platform. Additionally, E-Service Quality also has a positive and significant impact on Purchase Decisions, indicating that the quality of electronic services provided by Traveloka also influences customer purchase decisions.

Keywords: *Brand Trust, E-Service Quality, Purchase Decision, Traveloka*

1. Introduction

The development of online travel platforms in the tourism industry has revolutionized, providing travelers a convenient and efficient way to book tickets or plan their trips. These platforms have evolved to meet the changing needs and preferences of consumers. One of the popular online travel platforms in Indonesia is Traveloka.

According to Traveloka's official website, this travel platform provides access to discover and purchase various travel necessities, local attractions, and financial service products. Traveloka offers a wide range of services for travelers, encompassing booking options for transportation, which includes flights, buses, trains, car rentals, airport transfers, and access to a diverse selection of accommodations in Southeast Asia. Traveloka offers 24/7 customer service in multiple languages and provides over 30 payment methods. Traveloka has been downloaded over 114 million times, making it one of Southeast Asia's most popular travel service purchasing platforms.

One key factor in the success of online travel agents is customer satisfaction and trust, influenced by various factors such as web interface, service and product quality, and the value offered to customers (Lubbe, 2007). Research indicates that the impact of these platforms on booking and reservation behavior highlights the importance of information quality, e-service quality, and system quality in influencing travelers' intentions to book or purchase tourism products or services (Elci et al., 2017). Furthermore, the development of online travel platforms has enabled personalized travel experiences, as travelers can combine products and services from various providers based on their preferences and plans (Beldona & Cai, 2006).

Brand Trust and electronic service quality (e-service) are essential factors in the success of online travel platforms. Customers' perceptions of service quality, both offline and online, have a positive and direct impact on Brand Trust (Bravo et al., 2019). This indicates that

providing high-quality services through various channels, including online platforms, can enhance brand trust. Studies have shown that online service quality significantly improves the quality of brand relationships in the context of online travel agencies (Giovanis et al., 2022). Consumers with high trust in a platform, one contributing factor being good e-service quality, are more likely to transact on that platform.

As explained above, Brand Trust and e-service quality are crucial in building a solid and successful online travel platform. Providing high-quality services through online platforms can enhance brand trust. Therefore, this article aims to delve deeper into the impact of Brand Trust and e-service quality on purchase decisions on Traveloka.

2. Literature Review

2.1. Management

According to Mary Parker Follett, as cited in the book "Introduction to Management Theory" (Sriyono, 2017) management is defined as the art of getting work done through other people. This definition means that a manager's role is to organize and direct others to achieve the organization's goals. According to various experts cited in (Sriyono, 2017), the functions of management can be summarized as follows:

1. George R. Terry characterizes the functions of management as planning, organizing, actuating, and controlling.
2. Luther Gullick outlines that the functions of management encompass planning, organizing, staffing, directing, coordinating, reporting, and controlling.
3. Ernest Dale defines the functions of management as planning, organizing, staffing, directing, innovating, representing, and controlling.
4. Koonts & O'Donnell describe the functions of management as planning, organizing, staffing, directing, and controlling.
5. Oey Liang Lee identifies management functions as planning, organizing, directing, coordinating, and controlling.

2.2. Marketing Management

According to (Kotler & Keller, 2009) as cited in the book "Marketing Management" (Zulkifli, 2010), Marketing management involves the strategic planning and implementation of the creation, pricing, promotion, and distribution of concepts, products, and services to facilitate transactions that fulfill the objectives of both individuals and organizations. This definition validates that marketing management involves analysis, planning, implementation, and control that encompasses products, services, and ideas dependent on exchanges with the aim of achieving satisfaction for the parties involved.

2.3. Customer Relationship Management

Cited by Chaffey in (Muchtar, 2013), relationship marketing involves consistently utilizing current insights into individual customers to design products and services that are communicated interactively. This is done to foster enduring, mutually advantageous, and sustainable relationships. Customer Relationship Management and Relationship Marketing operate under the fundamental premise that cultivating long-term relationships is the most effective approach to establishing customer loyalty. Furthermore, it is recognized that loyal customers typically yield higher profitability compared to non-loyal ones.

2.4. Brand Trust

According to (Semadi & Ariyanti, 2018), Brand Trust is the ability for consumers to trust the brand based on their belief that the brand can prioritize the consumer's belief in the product's ability to deliver promised value, and brand intention, which means the

product can fulfill its brand promise, benefiting the consumer. Trust is built because it is expected that others will act as needed and desired by the consumer.

2.5. E-Service Quality

According to (Wu, 2003), E-Service Quality pertains to the services delivered over the Internet, which extend a website's capacity to streamline shopping, purchasing, and distribution activities effectively and efficiently. In line with Chase, Jacobs, and Aquiliano (2013), as referenced in (Laksita & Pradana, 2021), E-Service Quality encompasses a more comprehensive concept of service quality delivered through internet channels, connecting sellers and buyers to efficiently and effectively support their shopping endeavors.

2.6. Purchase Decision

According to (Kotler, 2005) as cited in (Indrasari, 2019), A purchase decision represents the point at which consumers have concluded, indicating their readiness to complete a transaction or an exchange involving the transfer of money and the commitment to fulfill payment obligations, thereby acquiring the rightful ownership or usage of a product or service."

2.7. Research Model

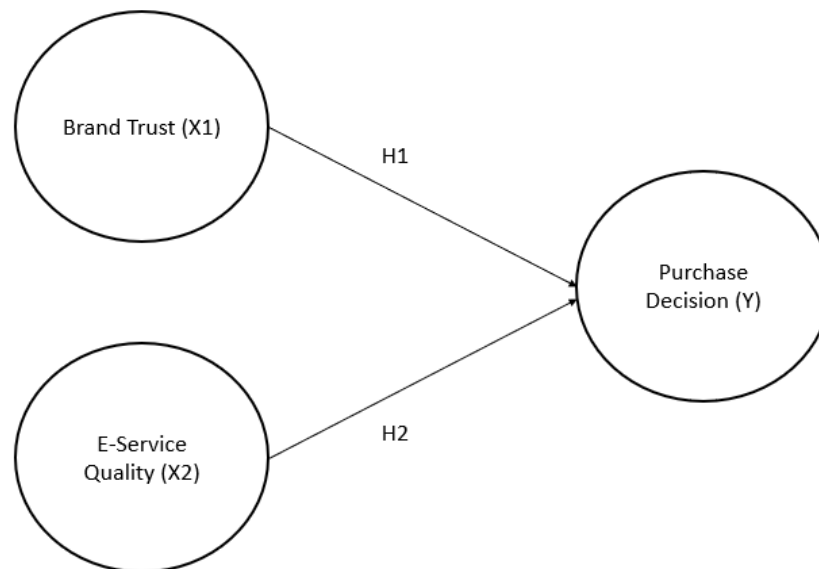


Fig. 1. Research Model

In this research, three variables are measured: Brand Trust (X1), E-Service Quality (X2), and Purchase Decision (Y). Therefore, the hypotheses in this study are as follows:

1. H1: There is a significant positive influence of Brand Trust on Purchase Decision in Traveloka.
2. H2: There is a significant positive influence of E-Service Quality on Purchase Decision in Traveloka.

3. Research Method

In this research, the approach used is quantitative. According to (Sugiyono, 2018) in his book titled "Manajemen," quantitative research is referred to as a positivistic method because it is based on the philosophy of positivism. Positivism is the view that the

reality/phenomena being studied can be observed, measured, classified, possess causality, are value-free, and relatively stable. This means that quantitative research is used to examine phenomena that can be observed by the human senses.

3.1. Population

The population of the research, according to (Sugiyono, 2018), as described is the overall group under consideration, comprising objects or subjects possessing defined quantities and characteristics chosen by the researcher for investigation and inference. In the context of this study, the population refers to the individuals who used the Traveloka application in the year 2022..

3.2. Sample

In quantitative research, according to (Sugiyono, 2018), a sample is a part of the quantity and characteristics possessed by the population. The sample used in this research employs the Lemeshow method because the exact population size is unknown or infinite. The Lemeshow formula is as follows:

$$n = \frac{Z^2 \times P \times (1 - p)}{d^2}$$

Explanation :

n = Sample size

Z = Z-score at a 95% confidence level, which is 1.96

P = Maximum estimate, which is 50% = 0.5

d = Alpha (0.10) or sampling error = 10%

From the Lemeshow formula mentioned above, the number of samples to be taken by the researcher is 100

$$n = \frac{Z^2 \times P \times (1 - p)}{d^2}$$

$$n = \frac{1,96^2 \times 0,5 \times (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8461 \times 0,25}{0,01}$$

$$n = 96,04$$

Using the Lemeshow formula, the required sample size for this research is approximately 96.04, rounded up to 100. This means that the researcher needs to gather data from a minimum of 100 respondents. The sampling technique in this research is purposive sampling, which falls under nonprobability sampling. Purposive sampling is a method of sample selection based on specific criteria (Suliyanto, 2018).

3.3. *Structural Equation Modeling (SEM) Analysis*

According to Abdullah (2015), as cited in (Saputra, 2018), in the SEM method, causal relationships (both direct and indirect) between exogenous and endogenous variables can be more comprehensively determined. Not only can detectable causality be identified, but also the components contributing to the construction of the model can be quantified. This allows for more informative, complete, and accurate relationships to be established.

3.4. *Partial Least Square (PLS)*

As mentioned by Abdullah (2015), cited in (Saputra, 2018), PLS is a powerful analytical method that does not rely on many assumptions. This approach is an alternative option to variance-based SEM methods, and its advantage lies in its ability to estimate using a relatively small sample size.

3.5. *Outer Model Analysis*

According to (Saputra, 2018), the Outer model (outer relation or measurement model) is an evaluation of the measurements in the model created to depict how the relationships between variables and basic constructs are interconnected.

1. Validity Test

a. Convergent Validity

The objective of this measurement is to evaluate whether a connection or impact exists between variables and the constructs they represent and to determine the validity of a variable. As Chin (1998) as stated, the research can be deemed adequate and acceptable if the initial measurement yields a loading factor value of roughly 0.5 to 0.6. (Saputra, 2018). According to Purwanto (2020), outer loading factors between 0.5 and 0.6 are considered sufficient to meet the requirements of convergent validity (Ruwaida et al., 2023).

b. Discriminant Validity

Discriminant validity testing is conducted to verify distinctions between latent variables and other variables. This measurement can be observed using the Fornell-Larcker Criterion and cross-loading when assessing variables in reflective variables. According to Ghazali Latan (2015), as cited in (Saputra, 2018), cross-loading values should be greater than 0.70. A variable model is considered to have good discriminant value when each loading value of each variable from a latent variable has the highest loading value compared to other loading values towards other latent variables (Aisyah et al., 2019).

2. Realibility Test

Composite Reliability and Cronbach's Alpha are values used to measure the reliability of constructs. (Sugiyono, 2018) states, "A reliable instrument is one that, when used repeatedly to measure the same object, will produce consistent data. Variables with good reliability should have Composite Reliability and Cronbach's Alpha values greater than >0.7."

3.6. *Inner Model Analysis*

According to (Saputra, 2018), the assessment of the inner model involves defining the connections between latent variables (referred to as internal relations) that describe the relationships between latent variables based on the substantive theory of the research.

In this study, the R-square value is employed to assess the degree of determination, as variations in the R-square value can elucidate the substantive impact of particular exogenous latent variables on endogenous latent variables.. According to Ghozali (2015) in (Saputra, 2018), the results from PLS R-squares represent the variance in constructs explained by the model. A higher R-squared value indicates a better predictive model and the proposed research model.

3.7. Goodness of Fit Evaluation (GoF)

According to (Kusuma, 2022), the Goodness of Fit (GoF) evaluation aims to validate the model as a whole. The GoF evaluation is a singular metric utilized to validate the integration of the measurement model (Outer Model) and the structural model (Inner Model). The GoF value falls within a range from 0 to 1, with the interpretation of GoF as follows: small GoF = 0.1, medium GoF = 0.25, and large GoF = 0.38 (Hussein, 2015).

3.8. Hypothesis Test (Bootstrapping)

Hypothesis testing examines the t-statistic and p-values generated from data processing using SmartPLS. According to Hussein (2015) in (Kusuma, 2022), the criteria used for a 5% alpha level are a t-statistic value > 1.96 and p-values < 0.05 for accepting a hypothesis.

4. Result and Discussion

4.1. Respondent Data

1. Gender

Based on the data obtained from the questionnaire distribution, the gender of the respondents is as follows:

Table 4. 1

Gender of Respondents

Gender	Number	Percentage %
Male	56	56%
Female	44	44%
Total	100	100%

Source: (Processed by the researcher)

According to Table 4.1, respondents are categorized into two groups: male and female. From the data obtained from 100 respondents, it can be observed that the composition of respondents by gender is 56% male and 44% female. The results shown in Table 4.1 indicate that the majority of respondents in this study are male, with 56 respondents.

2. Age

Based on the data obtained from the questionnaire distribution, the age of the respondents is as follows:

Table 4. 2

Age of Respondents

Age Range	Number	Percentage %
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17-20 Years	24	24%
21-25 Years	46	46%
26-30 Years	9	9%
Over 30 Years	21	21%
Total	100	100%

Source: (Processed by the researcher)

According to Table 4.2, respondents are categorized by age into four groups: 17-20 years, 21-25 years, 26-30 years, and over 30 years. From the data obtained from 100 respondents, it can be observed that 24% of respondents are aged 17-20 years, 46% are aged 21-25 years, 9% are aged 26-30 years, and 21% are over 30 years. The results show that the majority of respondents fall in the 21-25 years age group, with a total of 46%.

3. Occupation

Based on the data obtained from the questionnaire distribution, the occupations of the respondents are as follows:

Table 4. 3

Occupation of Respondents

Occupation	Number	Percentage %
Private Employee	25	25%
Civil Servant	5	5%
Student	63	63%
Housewife	6	6%
Other	1	1%
Total	100	100%

Source: (Processed by the researcher)

According to Table 4.3, respondents are categorized into several occupation categories, namely Private Employee, Civil Servant, Student, Housewife, and Other. From the data obtained from 100 respondents, it can be observed that the composition of respondents based on their occupation is as follows: 25% are Private Employees, 5% are Civil Servants, 63% are Students, 6% are Housewives, and 1% fall into the "Other" category. The results show that the majority of respondents in this study are Students, with a total of 63 respondents.

4. Traveloka Usage Frequency

Based on the data obtained from the questionnaire distribution, the intensity of Traveloka usage by the respondents is as follows:

Table 4. 4

Monthly Usage Frequency of Traveloka

Usage Frequency	Number	Percentage %
Less than 2 times	36	36%

3-6 times	43	43%
7-9 times	10	10%
More than 10 times	11	11%
Total	100	100%

Source: (Processed by the researcher)

According to Table 4.4, respondents are categorized into four categories of monthly usage frequency on Traveloka, which are Less than 2 times, 3-6 times, 7-9 times, and More than 10 times. From the data obtained from 100 respondents, it can be observed that the composition of respondents based on their Traveloka usage frequency in a month is as follows: 36% use Traveloka less than 2 times, 43% use it 3-6 times, 10% use it 7-9 times, and 11% use it more than 10 times. The results show that the majority of respondents in this study use Traveloka 3-6 times in a month, with a total of 43 respondents.

4.2. Convergent Validity

The outer loading values refer to how well an variable (measurement variable) represents the construct or factor being measured in structural equation modeling (SEM). Outer loading values range from -1 to 1, and the higher the value, the better the variable is at measuring the research construct. To test convergent validity, a rule of thumb is used where the Average Variance Extracted (AVE) should have a value greater than >0.5, and loading factor values should be greater than >0.7.

After processing the data using SmartPLS, the loading factor values for the first iteration are as follows:

Table 4.5

Loading Factor Values - First Iteration

Variable	Variable	Outer Loading	Remarks
<i>Brand Trust</i>	BT1	0.808	Valid
	BT2	0.796	Valid
	BT3	0.810	Valid
	BT4	0.854	Valid
<i>E-Service Quality</i>	EQ1	0.745	Valid
	EQ2	0.737	Valid
	EQ3	0.776	Valid
	EQ4	0.750	Valid
<i>Purchase Decision</i>	EQ5	0.795	Valid
	EQ6	0.732	Valid
	PD1	0.774	Valid
	PD2	0.809	Valid
	PD3	0.864	Valid

Source: (SmartPLS 4 Output)

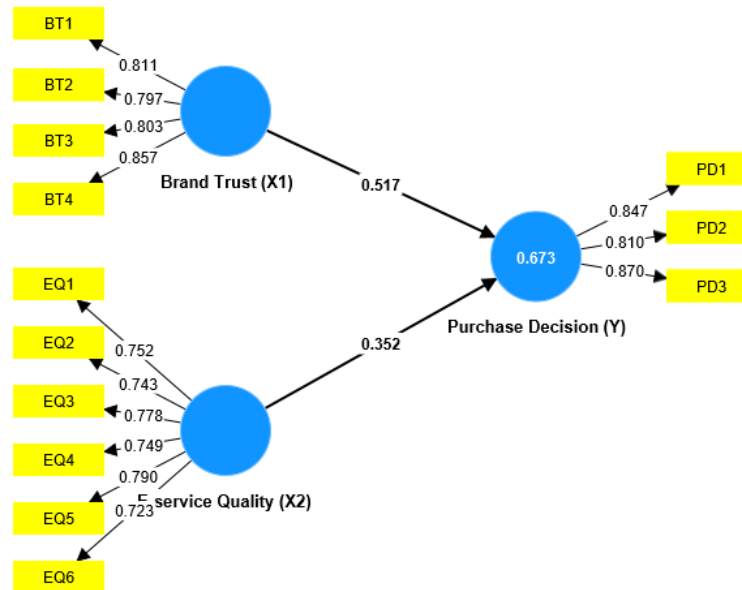


Fig.2 Loading Factor First Iteration

Source: (SmartPLS 4 Output)

The analysis results show that all variables of the constructs have loading factor values greater than 0.7, meeting the rule of thumb and indicating high validity and convergent validity.

Based on the table results, to test for convergent validity, an evaluation is conducted through the assessment of the Average Variance Extracted (AVE) values. The AVE value should be greater than >0.5. An AVE value exceeding 0.5 indicates that the variable has adequate convergent validity and meaningfulness, meaning that a latent variable can explain more than half of the variance in the indicators, on average.

To complete the convergent validity assessment, please provide the AVE values for the variables in your analysis.

Table 4.6

Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Brand Trust	0.668
E-Service Quality	0.572
Purchase Decision	0.710

Source: (SmartPLS 4 Output)

Based on the table, the results of data processing using SmartPLS are shown. It is known that each variable has a value greater than 0.5, with the lowest value being 0.572 for the E-Service Quality variable, and the highest value for the Purchase Decision variable is 0.710. Therefore, all variables can be considered valid because an AVE value greater than 0.5 indicates a latent variable that can explain more than half of the variance found in the indicators in the average value.

4.3. Discriminant Validity

Construct validity testing serves to demonstrate the extent of the correlations between constructs and research variables by examining the cross-loadings of construct

measurement variables. A research model can be considered to have good validity when the correlation between constructs and variables has higher values compared to the correlations of variables with other constructs. The following are the results of data processing for cross-loading values using SmartPLS:

Table 4.7

Cross Loading Values

	Brand Trust	E-Service Quality	Purchase Decision
BT1	0.811	0.608	0.585
BT2	0.797	0.620	0.657
BT3	0.803	0.652	0.614
BT4	0.857	0.650	0.714
EQ1	0.617	0.752	0.597
EQ2	0.690	0.743	0.595
EQ3	0.595	0.778	0.632
EQ4	0.534	0.749	0.514
EQ5	0.514	0.790	0.521
EQ6	0.537	0.723	0.532
PD1	0.663	0.609	0.847
PD2	0.619	0.662	0.810
PD3	0.712	0.632	0.870

Based on the table, the results show that the cross-loading values have met the Rule Of Thumbs, which is greater than 0.7, and the correlation values of the construct with its indicators are higher than those with other constructs. Therefore, it is concluded that all constructs or latent variables have good discriminant validity, where the indicators in the indicator block of each construct are better than the indicators in the other blocks.

4.4. Composite Composite Reliability

The values of Composite Reliability and Cronbach's Alpha are used for evaluating the reliability of each construct. After processing the data using SmartPLS, the values in the table are obtained:

Table 4.8

Composite Reliability and Cronbach's Alpha Values

	Cronbach's Alpha	Composite Reliability
Brand Trust	0.835	0.839
E-Service Quality	0.850	0.852
Purchase Decision	0.796	0.797

Source: (SmartPLS 4 Output)

Referring to Table 4.9 provides Cronbach's Alpha values for each variable: Brand Trust, with a value of 0.835; E-Service Quality, with a value of 0.850; and Purchase Decision, with a value of 0.796. All variables exhibit Cronbach's Alpha values exceeding 0.7, indicating their reliability. Moreover, the Composite Reliability values in the table also confirm the reliability of each variable, with E-Service Quality having the highest value at 0.852 and Purchase Decision having the lowest value at 0.797.

4.5. Determination Test (R²)

The R-squared value tests the determination, aiming to determine and indicate to what extent the independent variable can explain the dependent variable. The R-squared value ranges from 0 to 1, with values closer to 1 indicating a better level of explanation. Below are the results from SmartPLS:

Table 4.9

R-square

	R-square
Purchase Decision (Y)	0.673

Source: (SmartPLS 4 Output)

Based on the data, it can be explained that the R-squared value for the Purchase Decision variable is 0.673. Brand Trust and E-Service Quality collectively influence 67.3% of customer satisfaction, while other variables influence the remaining 32.7%.

4.6. Goodness of Fit Evaluation (GoF)

The GoF evaluation is an overall validity assessment combining the measurement model (outer model) and the structural model (inner model). The Goodness of Fit (GoF) evaluation aims to validate the overall model. According to Hussein (2015), the GoF value is divided between 0-1, with the interpretation of values: small = 0.1, medium = 0.25, and large = 0.38. The GoF value is obtained from calculating the square root of the average communalities value and the R-squared value of the model, which also has a communalities value with the AVE. In this study, the R-squared value is 0.673, and the average AVE value is 0.65. The formula for calculating GoF is as follows:.

$$\begin{aligned} \text{GoF} &= \sqrt{\text{AVE} \times R^2} \\ \text{GoF} &= \sqrt{0,65 \times 0,673} \\ \text{GoF} &= 0.6614 \end{aligned}$$

Based on the calculated Goodness of Fit (GoF) value, it is 0.6614. Overall, the model of this research has a reasonably high combined performance. Therefore, the provided value indicates that the model or the performance of the relationship between the Outer and Inner model is valid and fits well.

4.7 Hypothesis Test(Boostrapping)

In hypothesis testing, the significance values of the T-statistic and P-values are employed to assess the acceptance of a hypothesis. When the T-statistic value exceeds 1.96 and the P-value is less than 0.005, it indicates a significant impact.

Hypotheses are temporary assumptions or statements about the research findings that can be formulated. In this study, several hypotheses are as follows:

1. H1: There is a significant positive effect of Brand Trust on Purchase Decision in Traveloka.
2. H2: There is a significant positive effect of E-Service Quality on Purchase Decision in Traveloka.:

Table 4.11

Hasil T-statistik dan P-value

	Original Sample(O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistic (O/STDEV)	P values
<i>Brand Trust (X1) -> Purchase Decision (Y)</i>	0.517	0.516	0.103	5.018	0.000
<i>E-Service Quality (X2) -> Purchase Decision (Y)</i>	0.352	0.353	0.115	3.059	0.002

Source: (SmartPLS 4 Output)

According to the table, the Brand Trust construct exhibits a t-statistic value of 5.018, greater than 1.96, and a p-value of 0.000, less than 0.05. Consequently, the first hypothesis, which posits a significant favorable influence of Brand Trust on Purchase Decisions in Traveloka, can be accepted.

Additionally, the E-Service Quality construct exhibits a t-statistic value of 3.059, which exceeds 1.96, and a p-value of 0.002, falling below the significance threshold of 0.05. Hence, the second hypothesis can be accepted, proposing a significant positive impact of E-Service Quality on Purchase Decisions in Traveloka.

5. Conclusion

Based on the explanations and discussions from the previous chapters regarding the Influence of Brand Trust and E-Service Quality on Purchase Decisions at Traveloka in 2022 in the post-pandemic marketplace, the researcher has drawn concise and clear conclusions to facilitate understanding of the research findings as follows:

1. After conducting data analysis using SmartPLS 4 software, the correlation between Brand Trust and Purchase Decision is determined to be 0.517. The positive coefficient in this relationship indicates that Brand Trust positively influences Purchase Decisions. Furthermore, the t-statistic results for the Brand Trust variable's impact on Purchase Decision reveal a t-statistic value 5.018, with a p-value of 0.000. Following the commonly accepted threshold, as the t-statistic exceeds 1.96 and the p-value is less than 5%, we can conclude that the first hypothesis is supported. In essence, Brand Trust significantly and positively affects Purchase Decisions.
2. Through data analysis employing SmartPLS 4 software, the relationship between E-Service Quality and Purchase Decision is observed to have a value of 0.352. The positive coefficient in this relationship implies a positive association between E-Service Quality and Purchase Decisions. Additionally, the t-statistic results for the E-Service Quality variable's impact on Purchase Decision yield a t-statistic value of 3.059, accompanied by a p-value of 0.002. Following the standard rule of thumb, the second hypothesis is accepted, as the t-statistic surpasses 1.96, and the p-value falls below 5%. In conclusion, E-Service Quality significantly influences Purchase Decisions.

6. Implications

After conducting research on the Influence of Brand Trust and E-Service Quality on Purchase Decisions in Traveloka in 2022, several implications can be provided:

1. Increased Investment in Improving E-Service Quality: Traveloka needs to consider increasing its investment in enhancing and improving the quality of electronic services. This may include the development of a more responsive mobile application, improving website speed, or enhancing online customer service.

2. Focus on Building Brand Trust: Traveloka can focus on efforts to build and maintain customer trust. This may involve more effective brand communication, increased transaction security, or collaboration with third parties that enhance customer trust.
3. Enhancement of Online Customer Service: Traveloka needs to continue improving the quality of its online customer service. In an e-commerce business, responsive and effective customer service is crucial for building and maintaining customer satisfaction. This can include staff training, the development of advanced chatbots, or the provision of better user guides.
4. Improving Marketing Strategies: Traveloka can use the research findings to improve its marketing strategies. For example, if honesty and transparency are essential factors in Brand Trust, Traveloka can incorporate these messages into their marketing campaigns.

7. Research limitations

After conducting the research, several limitations are identified:

1. Time Limitations: This research only focuses on the year 2022, which means that the findings only reflect the situation and factors present in that year. Therefore, the results of this study may not be relevant for periods before or after 2022.
2. Research Variable Limitations: This study only considers specific aspects of Brand Trust and E-Service Quality while neglecting other factors that may affect purchase decisions. This may result in an incomplete understanding of the true impact of the variables under investigation.

Considering the limitations found in this study, the author hopes that future researchers can expand the scope of this research. This could include adding new variables or investigating different research subjects than those studied previously to produce more comprehensive and high-quality research.

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